



HERE POWERS COLORADO'S ROADX

Overview

Technology is being developed at an astonishing speed. Today, we aren't just adding lanes, we're adding imagination to how we move. Creative vision powered by the latest in hi-tech developments give people freedom, connection and experience through travel. Welcome to an era where world-class, innovative thought leaders and partnerships are driving remarkable advances in safety and convenience on our roads.

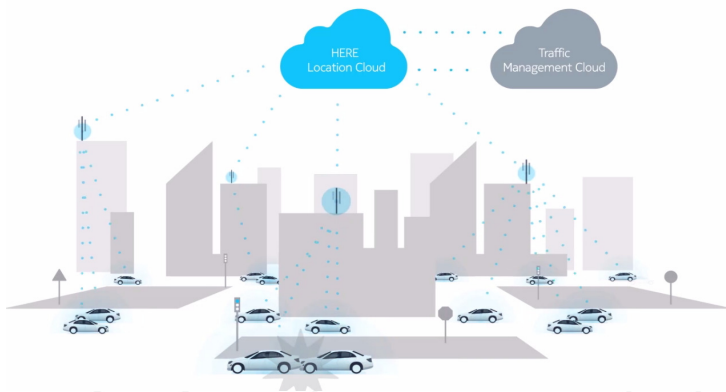
The Colorado Department of Transportation is proud to partner with HERE, an international leader in mapping and real-time transportation data analytics to deliver the first North American deployment of a Vehicle-to-Infrastructure project over a cellular network.

Connecting Vehicles in the Colorado Rockies

Seconds matter, especially on one of the most challenging roads in the United States. The I-70 Mountain Corridor links Denver to Colorado's world-class resorts and mountains. Every year, millions of travelers face extreme weather, high altitude driving challenges and significant congestion, costing billions in lost time and revenue.



By vehicles sharing safety hazards in near real time via cellular networks and with the HERE location cloud, the I-70 Mountain Pilot will transform data into intelligence, helping vehicles safely and more efficiently get to their destination.



How it works

A connected car equipped with sensor technology detects traffic incidents and road conditions. This information is then sent via the cellular network to the Here Location Cloud which analyzes, verifies and validates the data with additional location information. The results are then distributed to nearby vehicles, warning drivers immediately. Simultaneously, the results are sent to a traffic management center which can react to upcoming situations in real-time, ensuring safe and efficient driving. All this happens in mere seconds.

The I-70 Mountain Pilot builds on the Finnish Transport Agency's Nordicway project which, by working with HERE, was the first C-ITS (Cooperative Intelligent Transport Systems) deployment based on regular phone networks, without any additional roadside infrastructure involved. HERE is also working with the Dutch government to deploy a similar ITS program in the Netherlands.

About Colorado's RoadX

RoadX is Colorado's bold vision and commitment to being a national leader in the partnerships and use of innovative technology for crash-free, injury-free, delay-free travel in Colorado. To learn more about this rapid, fast-paced venture to transform our aging transportation system, visit <https://www.codot.gov/programs/roadx>.

About HERE

HERE is a leader in mapping and location technology. We enable rich, real-time location applications and experiences for consumers, vehicles, enterprises and cities. HERE is backed by a consortium of leading automotive companies. To learn more about us, including our work in the areas of connected and automated driving, visit 360.here.com.